GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1341
ANSWERED ON:15.07.2004
FOREIGN PAY CHANNELS
Mahtab Shri Bhartruhari

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan is proposing to use foreign pay channels to air its programmes overseas;

(b) if so, the details thereof; and

(c) the advantage to Doordarshan therefrom ?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) & (b) : Doordarshan has been making efforts to broadcast DD India and DD News channels to the UK audience through a DTH (BskyB) platform. BskyB would include Doordarshan channels in its `Family Pack`, which currently has over 70 channels. The subscribers of `Family Pack` would not have to make any extra payment to receive Doordarshan channels. The proposal is yet to be finalised.

(c) Inclusion of Doordarshan channels in the `Family Pack` of BskyB would ensure their instant availability to the existing 7 million subscribers of the `Family Pack`.